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CANADIAN MEN'S HEALTH NETWORK  
**REQUEST FOR APPLICATIONS**  
MENTAL HEALTH INITIATIVE

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During November each year, Movember is responsible for the sprouting of moustaches on thousands of men's faces, in Canada and around the world. With their "Mo's", these men raise vital funds and awareness for men's health, specifically prostate cancer and men's mental health initiatives.

On Movember 1st, guys register at [movember.com](http://movember.com) with a clean-shaven face. For the rest of the month, these selfless and generous men, known as Mo Bros, groom, trim and wax their way into the annals of fine moustachery. Supported by the women in their lives, Mo Sistas, Movember Mo Bros raise funds by seeking out sponsorship for their Mo-growing efforts.

Mo Bros effectively become walking, talking billboards for the 30 days of November. Through their actions and words, they raise awareness by prompting private and public conversation around the often ignored issue of men's health.

Now, through the Canadian Men's Health Network, Movember Canada seeks innovative interventions/proposals to address the challenges of men's mental health.

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The Canadian Men's Health Network is an Advisory Committee to Movember Canada and is comprised of members from varying backgrounds and geographic regions of Canada. The Committee is overseeing the process for the distribution of funding to the current priority area of the Network - boys' and men's mental health. Funded organizations and individuals will work in collaborative, innovative efforts towards the achievement of results on the mental health of boys and men in Canada. Further details of the Canadian Men's Health Network can be found at: <http://ca.movember.com/about/health-network/>

## DESCRIPTION

With this funding announcement, Movember Canada invites applications from organizations in Canada to pursue innovation and ideas to achieve the following:

- Reduce the stigma of boys and men suffering from a mental health condition across all stages of life (childhood and adolescence, as well as young, mid, and later adulthood) to enable them to step forward to seek the help and care of health care professionals
- Raise awareness and knowledge of boys' and men's mental health concerns through education in schools, colleges, communities and workplaces.
- Define and develop interventions (e.g. social, communication, education, and advocacy) which lead to the prevention of mental illness or enable early recognition and treatment among boys and men.

Using the funds raised through Movember Canada as part of the 2012 Campaign, Movember Canada is providing funding, administered by the Canadian Men's Health Network, of up to \$ 12 million over 3 years. This is an unprecedented opportunity for the Canadian mental health community to achieve significant results on boys' and men's mental health.

The Network will fund a minimum of 3 major initiatives - minimum value of each project is \$ 500,000 per year; the maximum value of each project is \$ 1 million per year for 3 years - \$ 3 million per project. Anticipated expenditures can exceed the maximum value of \$ 1 million in a given year but the total over the 3 year term of the grant cannot exceed \$ 3 million. A limited number of smaller grants may also be awarded for projects that effectively embody the creative elements that have helped make Movember successful. Awards in this category may be more local but should pilot themes or ideas that could be generalized.

This is a two step application process that includes: 1) an administrative notice of intent to apply and 2) the full application. Movember seeks to catalyze partnered, collaborative interventions.

## BACKGROUND AND OBJECTIVES

Movember Canada seeks applications for mental health interventions in the priority areas of de-stigmatization, prevention, education or early recognition/interventions. The network seeks to support strategic investments in collaborative efforts which span multiple organizations and regions and serve as a catalyst for innovative, outcomes focused interventions. This funding opportunity recognizes that there is tremendous capacity in Canada for the development and implementation of mental health interventions but there is also a great deal of fragmentation – this opportunity is designed to catalyze and leverage this existing capacity and better coordinate and support boys' and men's mental health care.

Specific Objectives of this funding opportunity:

1. To stimulate collaborative, inter-organizational, pan-Canadian interventions with a focus on men's mental health.
2. To support inter-disciplinary and multi-institutional groups of talented mental health researchers/clinicians/advocates/administrators.

3. To support high quality interventions designed to address important boys 'and men`s mental health problems which are best approached through collaborative efforts across multiple organizations.
4. To support the creation, translation and dissemination of new knowledge leading to outcomes.

It is expected that goals of the anticipated interventions and projects will be complex, and that results will only be achieved more rapidly and efficiently through an interdisciplinary, collaborative effort as opposed to a series of separate, non-collaborative efforts dotting the Canadian Landscape.

To assist organizations to identify themselves to the CMHN and to each other, Promoveo, Movember's online knowledge sharing platform, will be used. After submitting your intent to Apply, you will have an opportunity to nominate contributors who you may wish to link up with. You will be provided with a username and password to access the Promoveo platform.

## ELIGIBILITY

Each intervention will include:

A lead organization and a project leader(s); the project leader must be an established leader with the requisite leadership skills and experience and who is willing to act as the project director. This leader will assume strategic and administrative responsibility for the funding. It is expected that the project intervention leader (s) will devote a significant and appropriate portion of his/her time to the effort.

Additional project members, who collectively have an extensive record of success, are creative and original in their approach to boys 'and men mental health challenges. The specific contribution of each project member must be described.

Representation from across Canada (a minimum of 3 provinces and territories) and from different professional area backgrounds is strongly preferred.

A robust evaluation plan, ideally done in combination with a specialist who has extensive experience and credentials in program evaluation (e.g. a certified evaluator) to ensure knowledge transfer and future project sustainability - sufficient budget should be allocated in recognition of the importance of this component.

Movember Canada will only provide funding to "qualified donees" in terms of the Canadian Income Tax Act. Therefore, the lead organization or proposed contracting entity must be a qualified donee.

In addition, the following special conditions apply:

The members of the project may pursue other activities in addition to their commitment to this project, but each individual must contribute sufficient time to the project to ensure the achievement of the project's results objectives.

Finally, the area of boys' and men's mental health interventions to be pursued via this project opportunity must be relevant to one of the three areas currently of special interest to the CMHN, such as:

- De-stigmatization
- Awareness and knowledge of mental health conditions of boys and men in Canada through education.
- Prevention or early recognition/intervention.

The full application must clearly identify under which of these theme areas the proposed project falls and how the project intervention is relevant to the theme.

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**ALLOWABLE COSTS**

The following expenditures will be considered eligible for funding received through this opportunity:

- Project operating costs for the proposed collaborative program/intervention, which must be distinct in its objectives from those for which groups members currently receive funding.
- Costs of data collection, database management, database integration and maintenance.
- Costs of regional, national or international networking activities, including collaboration, planning, and knowledge exchange activities.
- Salaries of research assistants, coordinators, technicians, administrative staff, and other personnel who will enhance the collaborative research productivity of the team.
- Costs involved in linkage with and dissemination of findings to targeted recipients/end users and to those professionals who will use the knowledge established in the project to achieve successfully the project's goals.

**INELIGIBLE COSTS**

- Institutional overhead costs
- Tuition and professional membership dues
- Capital Costs, including costs associated with construction, renovation or rental of offices, laboratories or other supporting facilities.
- Secondary grants and awards issued by the award recipient.

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## **COMMUNICATION REQUIREMENTS**

Funding recipients are required to acknowledge Movember Canada in all communication or publication related to this funding opportunity. In addition, project funding recipients are also required to adhere to Movember branding requirements as a condition of the project award. The award name must be used in all communication and promotion related to the Movember Award. An award name must be proposed as part of the application. Recognition guidelines including instructions on Movember logo use, will be provided to successful applicants as part of the approval package.

## **PERFORMANCE MEASUREMENT**

Movember and The Canadian Men's Health Network are committed to collecting and disseminating information on the impacts of its interventions towards boys' and men's mental health. This outcome information is an important part of Movember's accountability and transparency with its community.

The Project Leader(s) will be required to submit annual reports and an end of funding report 6 months following the end of this 3 year funding opportunity. The format of the report will be made available to the successful project lead at the beginning of the funding period and can be filled in as the project progresses.

In addition, the project leader(s) must contribute to the monitoring, review and evaluation of their project by participating in requested media events, evaluation studies, surveys, audits, and workshops as required by the CMHN for the purposes of collecting information to assess progress and results.

## **KNOWLEDGE TRANSLATION STRATEGY**

The project requires a comprehensive knowledge translation strategy that will take the knowledge achieved by the project and use it to advance the project's goals. This could take the form of advancements in clinical practice; improvements in service delivery; and, an acceleration and dissemination of education, early recognition and awareness mechanisms. Recipients of the knowledge generated by the project are required to be identified and engaged in the project's design, early on, in order to optimize the results the project will achieve.

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An international peer review panel (with national and international expertise) will be convened to evaluate the project applications. The panel will be created specifically for this funding opportunity. Panel members will be selected based on their breadth of knowledge and expertise in boys 'and men's mental health.

Applications will be rated and ranked according to the following evaluation criteria. All received applications will be reviewed in terms of their correspondence to Movember's goals for this funding initiative.

## EVALUATION CRITERIA

### **One: Alignment and fit with Movember Canada's goals for this funding initiative:**

- The goals of the project are clearly described
- The goals fit Movember objectives for this funding initiative.

### **Ratings**

1. The proposed project goals do not fit with any Movember goal areas.
2. The proposed project goals somewhat fits with one of the Movember goal areas.
3. The proposed project goals somewhat fits with more than one of the Movember goal areas.
4. The proposed project goals clearly fit with one of the Movember goal areas.

Proposals that are rated one or two would not be considered further. Projects which are rated three or four would be assessed against the following evaluation criteria.

### **Two: Significance/Innovation of the Project**

- The project is advancing a new way of addressing boys' and men's mental health.
- The project has demonstrated it is addressing a significant area of boys' and men's mental health.
- The project will contribute to and expand the existing knowledge in the area of boys' and men's mental health.

### **Ratings**

1. The proposed project uses well known and existing methods to address an insignificant area of boy's and men's mental health.
2. The proposed project uses new methods to address an insignificant area of boys' and men's mental health.
3. The proposed project uses well known and existing methods to address a significant area of boys' and men's mental health.
4. The proposed project uses new methods to address a significant area of boys' and men's mental health.

### **Three: Project Proposal**

- The clarity of the project description.
- The coherence of the activities, milestones, timelines and deliverables.
- The probability of achieving the project objectives in the proposed time frame.
- The appropriateness of the roles and time commitment of the applicants and the project personnel.
- The need for the funds requested and the justification of the line items in the budget sections.

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- The plans for collaboration and communications amongst the project participants.
  - The details of how the team and project will be managed.

### **Ratings**

1. Is inadequate in one or more of the elements listed above.
2. Is acceptable with no major weaknesses in any of the elements listed above.
3. Is strong in most of the elements listed above and acceptable in all.
4. Is outstanding (complete, comprehensive and achievable) in all the elements listed above and maximizes the use of resources.

### **Four: The Project Team**

- The team has proven expertise in boys' and men's mental health.
- Abilities and skills to adequately execute the proposed project.
- Availability of the team and non-overlap of this project with other projects being carried out by the applicants.
- Degree of success in previous projects of the project leader and other applicants.
- Representation from across Canada (at least three provinces or territories) strongly preferred.
- The project members have identified and justified the contributions and roles of the players in pursuit of the objectives.

### **Ratings**

1. Applicants are new to the targeted area and have not yet demonstrated a history of leadership skills. Insufficient representation.
2. Applicants have an established proven track record and have the mix of expertise to accomplish the proposed project. Sufficient representation.
3. Applicants are nationally recognized in men's health and/or the mental health area and have the expertise to accomplish the project and complement one another. Sufficient representation.
4. Applicants are leaders in the field have a strong track record of productivity, have the expertise to accomplish the project and a past track record of successful partnerships and collaboration. Sufficient Representation attained.

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Program Launch Date	April 5, 2013
Webinars to Explain the Application Process (English only – the sessions on the 19th and 26th of April will be identical)	April 19 and 26, 2013
Notice to Submit Full Application	May 3, 2013
Application Deadline	July 31, 2013
Peer Review	August - early September 2013
Anticipated Award Announcement Date	September 15 to October 15, 2013
Earliest Start Date	November 1, 2013

### **SUBMISSION GUIDELINES**

It is critical that all applicants follow the instructions in this section. Applications that do not comply with these instructions may not be accepted for review.

By submitting an application, the applicants have implicitly accepted the Terms and Conditions set out below.

Both the notice of intention to apply and the full application must be submitted electronically via Movember RFP system - which can be accessed via <https://cmhn.myreviewroom.com> . Hardcopy and emailed notices and applications will not be accepted.

Applicants will need to create an account through the RFP system, which will then allow them to complete the Intent to Apply and also submit the Full application. The Intent to Apply requests an outline and abstract of the intervention, the option to nominate team members to access Promoveo to promote collaboration of groups across Canada.

The Full Application can be edited any number of times up until the closing date and time. The Notice of intent to Apply must be submitted by 5:00 PM EST on May 3, 2013.

The full application must be submitted by 5:00 PM EST on July 31, 2013.

Movember is not obliged to consider applications received after the closing time but may do so at its sole discretion.

All correspondence and questions relating to this call are to be submitted to [tim.murphy@movember.com](mailto:tim.murphy@movember.com). All questions will be answered in a timely manner.

1. Movember does not make any representation that it will, and disclaims any obligation to, proceed with or to commit to any particular future actions in relation to the subject matter of project call, including without limitation: a) accepting any application or shortlist any applicant; and b) considering, not considering, accepting or rejecting any application.
2. Movember reserves the right, at its sole discretion, to initiate another selection process, enter into negotiations with a person or persons who have not been invited to respond to this call for projects or to cancel the project.
3. Applicants must pay their own costs and expenses incurred in preparing and submitting an application.
4. To the extent permitted by law, Movember excludes all liability for any loss, costs (including legal expenses) or damages, suffered or incurred by an applicant or any person, arising out of the applicant's participation in the application process.
5. The Applicant warrants that it has no actual or potential conflict of interest in relation to its participation in the application process or its delivery of the Project other than that which it has disclosed in the application.
6. No legal or other obligation arises between an Applicant and Movember in relation to the outcome of the application process, unless and until Movember executes a contract with the applicants.
7. Movember is not obliged to a) accept any notice of intent to apply and full application or b) enter into any contract with any applicant or c) give reasons for not considering or accepting or rejecting all or any part of any full application, or for cancelling the full application process. Movember may, at its sole discretion, consider for acceptance a response that does not comply with the requirements of this request for applications.
8. The Applicant grants Movember, a non-exclusive license to use for the purpose of this application process, any information, processes, sketches, calculations, drawings, or other data or information submitted with or included in, the response submitted by the Applicant.
9. Each Applicant agrees to indemnify Movember against third party claims arising out of any use of any proprietary information submitted with or included in, the full application.
10. Should the Applicant find any material discrepancy, error or omission in this call for applications, the applicant must immediately notify Movember in writing of the nature of the discrepancy, error or omission.
11. The Applicant and team members of the project acknowledge that their details, including any personal details may be disclosed to third parties including peer reviewers and the Canadian Men's Health Network, for the purposes of this application process and any related purposes.
12. Movember Canada reserves the right to fund lower rated projects based on specific areas of interest in the requested themes.

### Variations

Movember may vary the requirements set out in this call for full applications and seek further information from the Applicants. Applicants shall supply this information on reasonable request.

### Movember's Rights

Movember reserves the right to subject the Applicant to a "due diligence" enquiry, which may comprise of:

- a. Verifying whether the represented resources and skills are actually available; and
- b. Assessing experience and integrity.

Movember, at its sole discretion, reserves the right to depart from any method of evaluation set out in this call for proposals.

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### Reliance on Information

Movember will rely on information provided by, or on behalf of the Applicants at all stages of the application process. In providing information, Applicants represent to Movember that the information is complete and accurate in all material respects, that it is not misleading and that in preparing the information, reasonable skill and care has been exercised by the Applicant and its personnel and acknowledges that Movember may rely on that information.

### Publicity

Applicants are not to make any public statement in relation to, the notice of intent to apply or full application process, their response, or their participation in the application process, or contract negotiation process without Movember's prior written consent.

### Identification – Notice to Apply for Project Funding

All applicants are required to submit electronically via the RFP system (<https://cmhn.myreviewroom.com>) by 5:00 PM EST May 3, 2013 a notice that an application will be forthcoming. The submission must outline the title of the project and a brief abstract (250 words maximum) of the intervention theme for the proposal. The use of social media to describe the project's goals would be of assistance (not mandatory) e.g. - a brief 2 min YouTube video.

A list of the team members with their affiliation and expertise (note; a final list at this stage is not required and can be adjusted for the full application) and potential collaborators ( Movember may suggest others on review of all applications). All notice submissions are eligible for the full applications due July 31, 2013.

### Full Application – due 5:00 PM EST July 31, 2013

On July 31, 2013, Applicants are required to submit project information and supporting documentation.

- a. A project proposal – up to a maximum of Twenty-five (25) pages maximum (excluding table of contents, letters of support, references, and letters of collaboration.) The proposal must clearly outline each of the elements below:
  - Project rationale, originality and innovation of the project
  - The approach
  - The significance and impact of the proposed project.
  - The Applicant(s)
  - The requested budget, the justification for the budget request and supporting documents. Documentation of existing resources and a description of how the new project funds will complement existing project infrastructure/funding are required.
  - Letters of Support (mandatory - minimum 2) – signed letters of support are required from all organizations supporting the proposed project. If applicable, their specific contribution must be clearly indicated in the letter.
  - Letters of Collaboration – signed letters of collaboration are required from all collaborators on the project.
  - The necessary required signatures –identification of which organization will receive and administer the award, is required.

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- b. To be eligible for review, the full application must adhere to the following instructions for presentation and content.
- Microsoft Word or PDF format preferred.
  - One (1) page for the table of contents.
  - Letter size, 8 1/2 X 11" (21.2 cm X27.5 cm)
  - Arial font (regular), minimum 11-point;
  - Single-spaced text;
  - 1 " (2.54 cm) margin on all sides of each page; and
  - A header on each page with the Leader's name in top left-hand corner, and the page number in the top right-hand corner.

### **CONTACT INFORMATION**

For further information on this project funding opportunity, please contact:

Mr. Tim Murphy at:

[tim.murphy@movember.com](mailto:tim.murphy@movember.com)